

DETAILED ACTION

Status of the Claims

1. This action is in response to the applicant's filing on January 19, 2010. Claims 1-3, 5, 7-10, 12, 14-17, 19 and 21 are pending and examined below. Claims 4, 6, 11, 13, 18 and 20 have been canceled. Claims 1, 8 and 15 are amended.

Response to Arguments

2. Applicant's arguments with respect to claims 1-3, 5, 7-10, 12, 14-17, 19 and 21 have been considered but are moot in view of the new ground(s) of rejection.

Claim Rejections - 35 USC § 103

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claims 1-3, 5, 7-10, 12, 14-17, 19 and 21 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bimson et al., US 2002/0046244 A1 in view of Moore et al., US 2001/0049672 A1, and in further view of Official Notice.

As to claims 1, 8 and 15, Bimson teaches a method, a computer system, and a computer readable media of updating Web pages of an e-commerce storefront, comprising (abstract):

- accessing, on a web browser, a Web page out of a plurality of Web pages of an e-commerce Web site over an intranet link the plurality of Web pages of the Web site comprising database in hierarchy (¶ 19, 23 and Fig. 1);

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- submitting log in information to the Web site over the intranet link, wherein said log in information is selected from log in information obtain a privilege level for editing the Web page, and wherein said intranet link is separate from an Internet communication link (§§ 23, 29-30 and Figs. 1 and 5-6);
- invoking a web page editor having a graphical user interface for editing the accessed Web page in response to the submitted log in information having a privilege level sufficient to enable editing the accessed Web page, wherein the web page editor is invoked on the web browser over the intranet link (§§ 24, 29-30 and Figs. 2, 5-6);
- selecting an item on the Web page to modify (§§ 24, 29);
- editing the item on the Web page using the graphical user interface to create an updated version of the Web page (§§ 24, 29);
- submitting the edited item to the Web site (§§ 24, 29);
- receiving the updated version of the Web page over the Internet communication link (§§ 23, 29 and Figs. 1, 5); and
- displaying the updated version of the Web page on the web browser (§§ 23, 29).

Bimson does not specifically teach the hierarchical database comprising an electronic catalog of products. However, Moore teaches browsing an electronic catalog (§§ 48-49). It would have been obvious to one of ordinary skill in the art at the time the invention was made to allow the hierarchical database in Bimson's teaching to include

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an electronic catalog as taught by Moore for better organize the information so that the information can easily browsed by the users.

Bimson does not specifically teach the selected item is for sale on the e-commerce website on the Web page to modify, the item having one or more attributes related to the item displayed on the Web page, wherein selecting the item provides causes the web page editor to display an interface for editing the one or more attributes of the item, and wherein editing the item include updating one or more attributes of the item, and the updated version of the Web page displayed the attributes related to the item, including the one or more updated attributes. However, this matter is taught by Moore as allowing the merchant to select an item for sale on the e-commerce website to be modified on the Web page, wherein the modifications include editing one or more attributes of the selected item, and the selected items with the updated attributes can then be displayed on the Web page (§ 71 and Figs. 15-16). It would have been obvious to one of ordinary skill in the art at the time the invention was made to allow the selected item in Bimson's teaching to include the features as taught by Moore so that a party who would like to sell merchandise online can be attracted to use Bimson's teaching.

Bimson teaches different privilege levels for accessing information (§ 30 and Fig. 6). Bimson modified by Moore does not specifically teach the different privilege levels comprising a first privilege level and a second privilege level, wherein the second privilege level is higher than the first privilege level. The examiner takes Official Notice that it is well known in the art to set an access privilege level higher than another privilege level. It would have been obvious to one of ordinary skill in the art at the time

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the invention was made to allow the different privilege levels in the teaching of Bimson modified by Moore to include this well known feature for preventing the content from unauthorized usage.

As to claims 2, 9 and 16, Bimson teaches logging into the Web site with an authentication to obtain privileges for modifying Web pages of the Web site (§ 23, 29).

As to claims 3, 10 and 17, Bimson teaches receiving updated version of the Web page to view and verify the edit item as discussed above. Bimson does not specifically teach logging out the Web site prior to receiving the updated version of the Web page. It would have been obvious to one of ordinary skill in the art to allow Bimson's teaching to include the feature of logging out the Web site prior to receiving the updated version of the Web page for reducing the conflict between the modification and updating of the web content.

As to claims 5, 12 and 19, Bimson teaches viewing the updated version of the Web page (Fig. 2). Bimson does not specifically teach viewing the updated version of the Web page using a web browser on a client machine to verify the appearance of the edited item, the appearance being the same as the appearance to a standard user accessing the updated version of the Web page. However, Moore teaches this matter (§ 93). It would have been obvious to one of ordinary skill in the art to allow Bimson's teaching to include the feature of using a web browser on a client machine to verify the appearance of the edited item being the same as the appearance to a standard user accessing the updated version of the Web page for ensuring the quality of the edited item.

As to claims 7, 14 and 21, Bimson teaches generating a workflow notification to request an approval of the updated version of the Web page, wherein the updated version of the Web page is not provided until the approval is obtained (Fig. 2).

Conclusion

5. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Inquire

Any inquiry concerning this communication or earlier communications from the examiner should be directed to MARY CHEUNG whose telephone number is (571)272-6705. The examiner can normally be reached on Monday – Thursday from 10:00 AM to 7:00 PM. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, James Trammell, can be reached on (571) 272-6712.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

The fax phone numbers for the organization where this application or proceedings is assigned are as follows:

(571) 273-8300	(Official Communications; including After Final Communications labeled "BOX AF")
(571) 273-6705	(Draft Communications)

/Mary Cheung/
Primary Examiner, Art Unit 3694
April 6, 2010